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MINDBODY App Wins Best in Show and Gold 2016 W³ Awards

Consumer app that helps people find, book, review and recommend health and wellness activities is honored in the Health & Wellness and Fitness categories.

San Luis Obispo, Calif. – November 15, 2016 – The [MINDBODY app](#), created by [MINDBODY, Inc.](#) (NASDAQ:MB), the leading provider of cloud-based business management software for the wellness services industry, has won the Best In Show 2016 [W³ Award](#) in the Mobile App/Sites: Health and Wellness category and the Gold 2016 [W³ Award](#) in the Mobile App/Sites: Fitness category.

The MINDBODY app gives its 4 million registered users around the world access to local fitness and wellness classes and appointments, right at their fingertips. From acupuncture to indoor cycling, color highlights to massage, martial arts to yoga, only MINDBODY boasts such a diverse, ever-increasing breadth of choices. In addition to this award, the app was featured by Apple as one of the best new apps of 2016, and was also honored with a 2016 Webby and Webby People's Voice Award for innovation in the Fitness & Recreation Mobile App category.

The W³ Awards honor creative excellence on the web, and recognize the people behind award-winning sites, marketing programs, social content, mobile sites/apps and online video. Winners at the Best in Show level represent only 1% of all entries, while winners at the Gold level represent just 10% of all entries.

“We are honored to receive this prestigious award from the AIVA and W³ committee. The MINDBODY app is a showcase of design-thinking at its best, bringing together creativity and code to help connect the world of wellness,” said Alexander Mahernia, MINDBODY Senior Vice President of Creative and Customer Experience. “Developed with our customers at the center of our brand strategy, the MINDBODY app provides a seamless interaction between businesses and consumers, empowering engagement and brand loyalty.”

Developed by the Academy of Interactive and Visual Arts (AIVA), the W³ Awards received over 5,000 entries from ad agencies, public relations firms, interactive agencies, in-house creative professionals, web designers, graphic designers and web enthusiasts. MINDBODY joins an elite group of 2016 Best in Show W³ Awards winner including CBS Interactive, Core12, Energy BBDO, SapientNitro, Wall Street Journal and WWE.

The MINDBODY App is available for free in the [iTunes](#) and [Google Play](#) stores.

About MINDBODY

MINDBODY, Inc. (NASDAQ: MB) is the leading provider of cloud-based business management software for the wellness services industry and an emerging consumer marketplace. Over 58,000 local businesses and 326,000 wellness practitioners in over 130 countries and territories use MINDBODY's integrated software and payments platform to run, market and build their businesses. These practitioners provide a variety of wellness services to approximately 35 million active consumers who use the MINDBODY platform to more

easily evaluate, engage and transact with them to live healthier and happier lives. For more information, visit mindbodyonline.com.

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